Facsimile Transmittal Cover Sheet

USPTO Fax:	571-273-8300
RE:	IDS
Patent Application No.	10/662998
Filing Date:	9/16/2003
Title:	Method For Improving A Web Site's Ranking With Search Engines
Inventor:	Murashige, Derek
Assignee:	The Go Daddy Group, Inc.
Assignee Correspondence Address:	14455 North Hayden Road Suite 219 Attn: Stewart J. Womack Scottsdale, AZ 85260
Assignee's Telephone:	480-505-8832
Assignee's Fax:	480-624-2578
Assignee's Email:	inventions@godaddy.com
Submission Content:	• Facsimile Transmittal Cover Sheet – 1 page • IDS Statement – 2 page • IDS – 1 page
Total pages:	4
Total Fees:	$0
Submitted By:	Stewart J. Womack; 45,230
Date Submitted:	7/7/2006

Signature: ___/Stewart J. Womack/_____
          Stewart J. Womack, Reg.# 45,230

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.:	10/662998
First Named Inventor:	Murashige, Derek
Assignee:	The Go Daddy Group, Inc.
Filing Date:	9/16/2003
Art Unit:	2161
Examiner:	Daye, Chelcie L
Docket No.:	0009
Customer No.:	43,699
Title:	Method For Improving A Web Site's Ranking With Search Engines

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

IDS Statement

Dear examiner:

Please consider, and make of record, the attached IDS by Applicant. Applicants make no representations that a prior art search was performed or that the disclosed documents are in fact prior art on the claimed invention, but are only providing the IDS to fulfill Applicants' duty of disclosure to the examiner.

Fee

No fees are believed due for the filing of this IDS per § 1.97(b)(3). However, authorization is given to charge fees associated with this communication to Deposit Account No. 503,134 if fees are in fact due.

Page 1 of 2

Application No. 10/662998
IDS

Any questions or suggestions regarding the application submitted herewith should be directed to the undersigned attorney for applicant at the telephone number listed below or by email to the email address listed below.

Respectfully submitted,

The Go Daddy Group, Inc.

Date: 7/7/2006   By:___/Stewart J. Womack/_____

                                                     Stewart J. Womack
                                                     Reg. No. 45,230
                                                     Attorney for Applicant

The Go Daddy Group, Inc.
14455 N. Hayden Road, Suite 219
Scottsdale, AZ 85260
480.505.8832
SWomack@GoDaddy.com

Substitute for form 1449/PTO **INFORMATION DISCLOSURE STATEMENT BY APPLICANT** *(Use as many sheets as necessary)*	**Complete if Known**	
	Application Number	10/662998
	Filing Date	9/16/2003
	First Named Inventor	Maxson, Chip
	Art Unit	2161
	Examiner Name	Daye, Chelcie L
Sheet 1 of 1	Attorney Docket Number	0009

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 6,298,341	10/2001	Mann et al.	
		US- 2002/0129013	9/2002	Thomas, C. Douglass	
		US- 6,745,248	6/2004	Gardos et al.	
		US- 2002/0065903	5/2002	Fellman, Barry	
		US- 2002/0091827	7/2002	King et al.	
		US- 6,880,007	4/2005	Gardos et al.	
		US- 2004/0044791	3/2004	Gardos et al.	
		US- 6,560,634	5/2003	Broadhurst, Larry Joe	
		US- 6,895,430	5/2005	Schneider, Eric	
		US- 6,519,589	2/2003	Mann et al.	
		US- 2004/0167982	8/2004	Cohen et al.	
		US- 2005/0102354	5/2005	Hallenbeck et al.	
		US- 6,789,103	9/2004	Kim et al.	
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. [1]Applicant's unique citation designation number (optional). [2]See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. [3]Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4]For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5]Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [6]Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.
If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.